

RADIO case study



Community & Southern Bank

Objectives:

- Grab prospective customers' attention with a believable statement about customer service, giving them a good reason to choose Community & Southern Bank (CSB).
- Attract new accounts by reassuring prospects that if they choose CSB for its superior personal attention, they won't be sacrificing the advanced products and services they expect from a mega bank.

Target Audience

- People who live/work within 5 miles of each branch
(37 branches throughout the state of Georgia)

Strategy: CSB vs. the big banks

- Community & Southern Bank has all the services you'd expect from big, out-of-state banks, like Bank of America or Wells Fargo, only in a friendlier size. And they're local. The strategy was to communicate that prospects should choose a partner who's your partner.
- At CSB, customers are friends and neighbors who serve enthusiastically and CSB's goal is to be a trusted, reliable financial partner.



Solution: "The Bigger the Bank, The Smaller the Customer."

- Bigelow Advertising of Atlanta, Georgia created a campaign which centered around radio as the primary medium, supported by outdoor, transit, bus shelters, and some cable TV.
- Non-traditional media like gas station pump toppers and oversized branch window banners were used at new locations.
- A new jingle, "My CSB & Me" was created and used throughout the radio and TV campaign.
- Bigelow needed to separate the CSB brand from its competitors in a highly crowded category and with branches spread across Georgia, the tallest hurdle was crafting a media plan that reduced waste.
- Targeted radio was the lead medium to accomplish the goal with 12 stations in a variety of formats to deliver the message to the right consumers.

Results

- Community & Southern Bank is a new bank in the metro Atlanta market so awareness is key.
- This campaign is their first pure branding attempt to stand out from their competition and success is measured by the number of new accounts being opened.

